

WHAT IS CLAIMED IS:

1. A method for generating a presentation, comprising:
 - 5 creating a visual representation of the presentation;
 - generating email-client-executable code corresponding to the visual representation;
 - 10 sending email-client-executable code to a recipient computer as part of an email; and
 - causing the presentation to be displayed in response to the recipient opening the email.
2. The method of claim 1, wherein the email-client-executable code is Java script.
3. The method of claim 1, further comprising generating meta code corresponding to the visual representation.
4. The method of claim 3, wherein the meta code is an APL function.
5. The method of claim 1, further comprising replacing conditional elements of the email-client-executable code with final elements.
6. The method of claim 5, wherein the conditional elements are template fields.
7. The method of claim 5, wherein the final elements are content from an e-list.
8. The method of claim 1, further comprising causing components of the presentation to be

retrieved from a presentation server at a recipient computer.

9. The method of claim 1, further comprising receiving a response to the presentation from the recipient.

10. The method of claim 9, further comprising updating the presentation based upon the response to the presentation.

11. The method of claim 1, further comprising embedding components of the presentation in the email-client-executable code.

12. The method of claim 1, wherein no plug-in software is required to be downloaded in order to display the presentation.

13. The method of claim 1, wherein the email does not have any attachments.

14. A system for generating a presentation, comprising:

an artist computer that creates a visual representation of the presentation, and that generates
5 email-client-executable code corresponding to the visual representation; and

10 a recipient computer that receives the email-client-executable code as part of an email, and that displays the presentation in response to the recipient opening the email.

15. The system of claim 14, wherein the email-client-executable code is Java script.

16. The system of claim 14, wherein the artist computer also generates meta code corresponding to the visual representation.

17. The system of claim 16, wherein the meta code is an APL function.

18. The system of claim 14, wherein the artist computer also replaces conditional elements of the email-client-executable code with final elements.

19. The system of claim 18, wherein the conditional elements are template fields.

20. The system of claim 18, wherein the final elements are content from an e-list.

21. The system of claim 14, further comprising a presentation server that provides components of the presentation to the recipient computer.

22. The system of claim 21, wherein the presentation server also receives a response to the presentation from the recipient.

23. The system of claim 22, wherein the presentation server also updates the presentation based upon the response to the presentation.

24. The system of claim 14, wherein the artist computer also embeds components of the presentation in the email-client-executable code.

25. The system of claim 14, wherein the recipient computer does not download any plug-in software in order to display the presentation.

26. The system of claim 14, wherein the email does not have any attachments.